

**August 22, 2006****SUBJECT: Launch of Neighborhood Grant Program (INFORMATION ONLY)**

On August 16, 2005 staff presented a Study Issue to Council titled, "Neighborhood Grants for Community Enhancement". This Study Issue explored the feasibility of a City-sponsored neighborhood grant program which would provide City grants directly to groups of residents or neighborhood associations.

The Study Issue specified that the goals of the grant program are to: 1) build community engagement in Sunnyvale, 2) develop residents' sense of pride and ownership in their neighborhoods, and 3) develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall, with an overall aim of strengthening Sunnyvale's neighborhood associations. Further, the Study Issue noted that funded projects should be in four areas: improving communication and participation within a neighborhood; building bridges between different cultural groups; improving the physical condition of the neighborhood, or enhancing neighborhood pride and identity.

In their deliberations at the August 2005 meeting, Council specified that the grant program should be available to neighborhood associations (including mobile home associations) and neighborhood groups, and directed staff to develop a framework for a limited City-sponsored neighborhood association grant program during FY05/06, with the option for implementation brought forward for Council's consideration in the City Manager's recommended budget for FY06/07. At the May 2006 budget Workshop Council approved implementation of the neighborhood grant program in FY2006/07. A total of \$10,000 in grant awards has been budgeted, with a maximum of \$1,000 to be awarded to each grant application.

To implement the new grant program, staff has developed grant guidelines (Attachment A), an application (Attachment B), and marketing materials including a letter to neighborhood associations and mobile home parks (Attachment C). All grant recipients will also be responsible for post-project reporting on the success and challenges of their group's project.

The attached grant guidelines specify the mission of the program, clarify project eligibility, and list the criteria that will be used to evaluate and award grant funding. A staff committee will review the applications. Since funds are

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limited, all applications will be ranked in a competitive review process to ensure that grants monies are distributed as fairly as possible.

As noted in the attached marketing plan (Attachment D), the grant program was “launched” at the Neighborhood Association Leaders’ Quarterly Meeting on August 14. Grant applications are due by November 3, applications will be reviewed in November, and applicants will be notified of the status of their applications in December 2006.

This is a reimbursable grant program, and all projects must be completed by May 2007, with project reports due from award recipients in June 2007.

Reviewed by:

Robert Walker, Director, Office of the City Manager
Prepared by: Coryn Campbell, Assistant to the City Manager

Approved by:

Amy Chan
City Manager

Attachments

Attachment A:	Grant Guidelines and Eligibility Requirements
Attachment B:	Grant Application
Attachment C:	Letter to Representatives of Sunnyvale Neighborhood and Mobile Home Associations
Attachment D:	Marketing Plan



City of Sunnyvale Neighborhood Grant Program



Grant Guidelines & Eligibility Requirements

Thank you for your interest in the Neighborhood Grant Program. Applications for a Neighborhood Grant for FY 2006/07 are due by **5 p.m. Friday, November 3, 2006.**

Mission of the Neighborhood Grant Program

Grant funds are the City's investment in strengthening neighborhood groups, improving the quality of life in local communities, and encouraging neighborhood groups or associations to become increasingly self-reliant. The mission of the Neighborhood Grant Program is to:

- Build community engagement in Sunnyvale;
- Help residents develop a sense of pride and ownership in their neighborhoods; and
- Continue to develop collaborative partnerships between Sunnyvale's neighborhoods and City Hall.

For FY2006/07 City Council approved \$10,000 in total grant funding, with a maximum grant award of \$1,000.

Project Eligibility

To be eligible to be considered for a Neighborhood Grant, the following criteria must be met:

- Applicants must be representatives of a neighborhood group. Preference is given to neighborhood associations, mobile home associations, and neighborhood groups that are interested in becoming a neighborhood association and joining the city's Neighborhood Registry.
- Projects must be neighborhood focused, and initiated and supported by residents living in the neighborhood. Projects must benefit the neighborhood.
- Projects must focus on one or more of the following areas:
 - a. Increasing communication among neighbors
 - b. Building bridges between cultural groups (inc. ethnicity, age, socio-economic, etc.)
 - c. Improving the physical condition of the neighborhood, or
 - d. Enhancing neighborhood pride and identity.
- Applicants must submit a completed and signed Neighborhood Grant Application by the posted application deadline.

Criteria

Grant applications will be evaluated on the criteria listed below:

- Is the project realistic within the given timeframe?
- Does the project focus on one or more of the following areas:
 - Increasing communication among neighbors
 - Building bridges between different cultural groups
 - Improving the physical condition of the neighborhood
 - Enhancing neighborhood pride and identity

Attachment A

- Is the project well developed (clear project description, detailed project plan, adequate resources allocated, community need addressed)?
- Is the project an appropriate use of City funds?
- Will the project strengthen the neighborhood group and foster self-reliance?
- How many residents will benefit from the project?
- Will the completed project have any negative impact on residents, businesses, the City, or bordering neighborhoods?
- Is there adequate neighborhood support (resident participation, volunteer time, resources, etc.) for this project?

Application Process

To apply for a grant, complete the attached application and submit to the following address by **5 p.m. Friday, November 3, 2006:**

Attention: Nathan Truitt, Community Outreach Coordinator
Office of the City Manager
City of Sunnyvale
603 All America Way
Sunnyvale, CA 94088

FAX 408 730-7696

A committee of City staff members will read and review each application. Final funding decisions will be made by November 30, 2006. Each applicant will be notified of the result of the evaluation of their proposal.

This is reimbursable. Neighborhood groups must complete their projects by May 31, 2007.

A final report describing the project and use of funds is due to the City by June 15, 2007. An evaluation of the Neighborhood Grant Program will be forwarded to Council in FY 2007/08, following a full year of operations.

For more information, contact Nathan Truitt, Community Outreach Coordinator at 408-730-7472.



City of Sunnyvale Neighborhood Grant Program

Application (Please print or type)

Office Use Only

Date Received: _____

Application

Completed: _____



Deadline for Applications: Friday, November 3, 2006

Applications may be submitted in person, by mail or by fax. Submit completed application (with all required signatures) to: Nathan Truitt, Community Outreach Coordinator, City of Sunnyvale, Office of the City Manager, 603 All America Way, Sunnyvale, CA 94088. FAX (408) 730-7696.

Date: _____

Name of Neighborhood Group or Association: _____

Name of Proposed Project: _____

Amount Requested from the City of Sunnyvale: \$ _____
(Maximum grants amount is \$1,000)

Neighborhood Group/Association Background:

1. When was your neighborhood group or association formed and why? What are the geographic boundaries of your group? How many households are included?
2. Describe your neighborhood group's activities and the resources that support those activities. If yours is a formal association, what is the annual budget? How do you raise funds to meet the budget?

Attachment B

Group/Association Name: _____

Grant Application; Page 2 of 6

Project Description:

3. Briefly describe your proposed project. **How will it benefit the residents in your neighborhood and/or your neighborhood association?** What will the project “look like” when it is completed?
4. How did you choose this project? Describe the outreach you have done to generate awareness in your neighborhood and support for this project. How many neighbors support this project, and how did you determine that number?

Attachment B

Group/Association Name: _____
Grant Application; Page 3 of 6

Project Plan:

5. Using the chart below, list the specific activities needed to carry out your project, including an estimated date of completion for each activity. (All projects must be completed by May 31, 2007).

Activity	Person(s) Responsible	Completion Date (mo/yr)
<i>Example:</i> Develop a list of items needed for emergency preparedness kits	Kate Smith	2/07
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		

Attachment B

Group/Association Name: _____
Grant Application; Page 4 of 6

6. Describe how your project focuses on one or more of the following areas:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

7. How will you know the completed project has been successful?

8. What resources will your neighborhood group contribute to support the project (i.e. number of volunteer hours, donated materials if any, etc.)?

Attachment B

Group/Association Name: _____

Grant Application; Page 5 of 6

Project Team:

While you may have many community members working on this project, project team leads will be critical to the project's success.

Please note that each member of the project team will need to sign the application acknowledging their commitment to the success of this project.

Project Leader - The Project Leader serves as the primary point of contact for the grant application process. The Project Leader also has fiduciary responsibilities and is responsible for submitting a final project report to the City. The final report is due June 15, 2007.

Project Leader Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____

Date

Treasurer - The treasurer tracks expenses, files receipts, oversees the budget and submits a final financial report to the City. Note: The City of Sunnyvale reserves the right to audit grant award funds.

Treasurer Name: _____

Address: _____

Phone Number: () _____ E-Mail: _____

Signature: _____

Date

Other Project Team Members -- List two additional neighborhood residents who will work on this project. What will their responsibilities be? (Examples of responsibilities might include; coordinating volunteers, outreach to residents, etc.)

Name _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities:

Signature: _____

Date

Name _____

Address: _____

Phone Number: () _____ E-Mail: _____

Responsibilities:

Signature: _____

Date

**City of Sunnyvale
Neighborhood Grant Program
Project Budget Form**

Please list the project's expenses using the form below. All expense-related activities listed on your application must be included in your budget form. **Note: This is a reimbursement grant and all invoices for reimbursement must be submitted within 15 days of purchase and no later than June 15, 2007.**

Project Expenses

Activity	Estimated Costs	Actual Costs
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
8.	\$	\$
9.	\$	\$
Total Expenses	\$	\$
Amount Requested from the City of Sunnyvale	\$	

Other Sources of Support

Volunteer Hours (valued at approx. \$17/hour)	\$
Donated Materials/Services (food, supplies, equipment)	\$
Other Funding Received (other grants, collected dues, donations)	\$
Other	\$
Other	\$
Total Neighborhood Association Contribution	\$



Thank you for completing your application for the Neighborhood Grant Program!



August 11, 2006

Dear Sunnyvale Neighborhood Association or Mobile Home Association Officer:

Sunnyvale is launching its new Neighborhood Grant Program!

Strong communities build strong cities, and Sunnyvale's City Council recognizes that neighborhood groups and associations play an important role in the quality of life in our City. To help neighborhood groups make a positive impact on their local community, the new Neighborhood Grant Program provides up to \$1,000 in financial support for projects that encourage neighborhood self-reliance by:

- Increasing communication among neighbors
- Building bridges between cultures
- Improving the physical condition of the neighborhood
- Enhancing neighborhood pride and identity

Creative ideas for neighborhood projects are encouraged! Projects that have worked well in other cities include (but are not limited to): youth programs, volunteer projects, seed money for neighborhood special events that encourage neighbors to get to know each other, or neighborhood association fund raising activities/events.

The City's Community Resources Office looks forward to working with you in the grant application process. Funds are limited, and **the deadline for applications is Friday, November 3**. For your convenience, an application is enclosed. All applications will be ranked in a competitive review process to ensure that funds are distributed as fairly as possible.

The application form is also available on the City's Web site at www.sunnyvale.ca.gov/communityresources. If you have questions or would like more information, please contact Nathan Truitt, Community Outreach Coordinator at ntruitt@ci.sunnyvale.ca.us or 730-7472.

I look forward to hearing from you.

Sincerely,

Patricia A. Lord
Community Resources Manager

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**City of Sunnyvale
Neighborhood Grant Program**

Marketing Plan

	<u>Est. Date</u>
<ul style="list-style-type: none"> Develop collateral materials: <ul style="list-style-type: none"> - Grant Guidelines and Application - Letter to residents who inquire about the grant program - Letter to association leaders announcing the program 	July 15
<ul style="list-style-type: none"> Article in Summer & Fall Quarterly Reports 	
<ul style="list-style-type: none"> News Release <div style="text-align: right;">Request News Release by August 2 Sun Publication Date - August 16</div> 	
<ul style="list-style-type: none"> Publish grant application information on the City's website 	August 14
<ul style="list-style-type: none"> Announce program and have materials available at August Neighborhood Association Leaders Quarterly meeting 	August 14
<ul style="list-style-type: none"> Develop KSUN slide 	August 22
<ul style="list-style-type: none"> Information Report to Council and Public announcement 	August 22
<ul style="list-style-type: none"> Send letter to neighborhood and mobile home association officers announcing the program and reference how they can download application materials on the City's web page and who to contact for an application 	August 25
<ul style="list-style-type: none"> Include in neighborhood association and community member E-Mail Updates <ul style="list-style-type: none"> o <i>Note: review and if needed, expand e-mail list for mobile home associations</i> 	August 25
<ul style="list-style-type: none"> Create one-page flyer or simple brochure announcing the program 	September 1
<ul style="list-style-type: none"> Reminder to Neighborhood Associations of application deadline 	October 13